

GATHERING ENRICHED WEB SERVER ACTIVITY DATA OF CACHED WEB CONTENT

ABSTRACT

A method and system for gathering enriched web server activity data in a global communications network in which requested information files are cached at a plurality of network devices. With the prevalence of web caching on the Internet, the origin web servers do not serve the majority of requests for web site content. A single pixel clear Graphics Image Format (GIF) request is added to the HyperText Markup Language (HTML) source file for a web page. Appended to the GIF request is a Common Gateway Interface (CGI) string of data that contains enhanced web activity data information, including the number of images ("hits") that have to be retrieved by a client browser to build the web page, and the referring identifier that resulted in access to the web page. The single pixel clear GIF request is not cacheable and results in the request being transmitted to the origin web server when the client browser interprets the HTML file. The enriched data is stored in log files at the origin web server to accumulate an accurate number of hits on the web page.

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